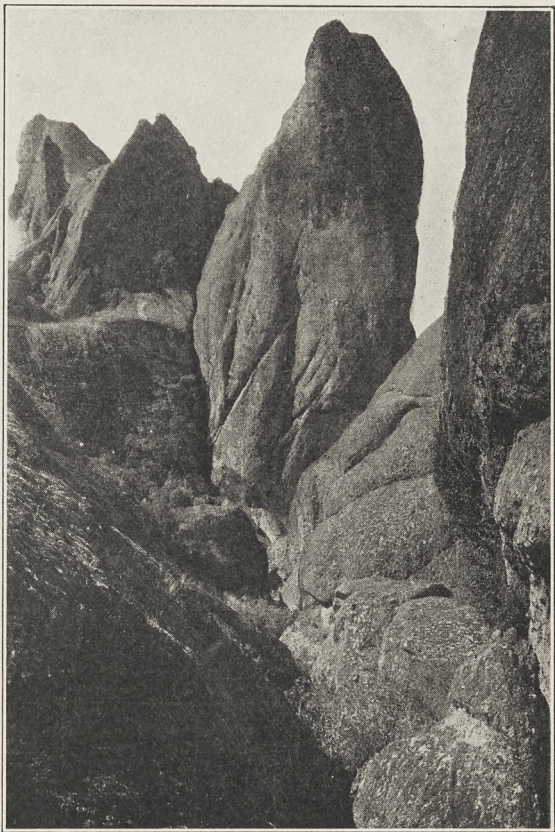


191 1356 R. 7023

SAN BENITO COUNTY

Where "Blest with Nature's Best
A Little Effort Does the Rest"

AREA 900 SQ. MILES POPULATION 8,500



One view at the Pinnacles, San Benito County's
Famous Garden of the Gods.

ALL ABOUT IT AND HOW TO GET THERE



APRICOT ORCHARD AND DRYING
These Apricot Trees pay the owner a net profit

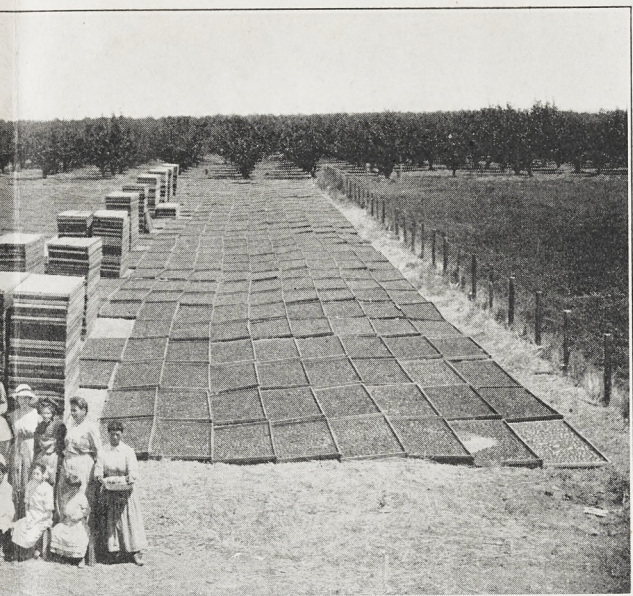
Foreword and Four Words

The map on the reverse side will show you how to reach this, one of California's most prosperous and attractive sections. If you are looking for scenery you will find it there in grand variety. If you are looking for a pleasant place to live, you will find social and climatic conditions as near the ideal as exist in the world's most favored spots. If you are looking for a pleasant home and a profitable location for farming, San Benito county is equaled by few and surpassed by no sections of America for its fertility of soil, diversity of products, mild and equable climate, and NET PROFIT PER ACRE.

Those last four words tell the story in a nutshell. San Benito County land is one of the biggest paying investments on earth, and \$300 net profit per acre is not at all uncommon and but little above the average returns of the San Benito County orchardist. In fact, apricot orchards frequently pay more—\$750 to \$1000 per acre profit on apricots having been recorded.

In San Benito county there are, however, thousands of acres of land suitable for fruit growing that can be purchased at prices ranging from \$50 per acre up, and this land, planted in trees, will in three or four years yield immense returns on the investment, in addition to showing a great increase in value.

Fine grazing land and land suitable for hay and grain growing can be obtained at from \$5 an acre up, and there are thousands of acres of cheap land in the foothill and mountain sections.



YING YARD NEAR HOLLISTER.

t profit of \$200 to \$500 an acre annually.

San Benito County

San Benito County and the valley surrounding Hollister, the county seat, are between the Gabilan or Santa Cruz range on the west, and the Coast range on the east; which peculiarly fortunate natural situation gives it the benefit of the daily breezes of the ocean from Monterey Bay, tempered to a delightful balminess, while excluding the tropical heat of the San Joaquin Valley.

HOLLISTER is accessible by rail from the Southern Pacific coast line at the Gilroy junction, over a fifteen-mile run southerly (Tres Pinos, the terminus, being six miles further south), and has three passenger trains in and out daily; it is well supplied with good hotels and banks, is well sewered and equipped with excellent service of delicious mountain water. Distances by rail are: To San Jose 45 miles, to San Francisco 95 miles to Oakland 90 miles, and to Monterey, Pacific Grove or Santa Cruz 45 miles; the distances by automobile roads are approximately the same. A complete system of County Bonded Highways is now in course of constructions. The most direct wagon and automobile roads from San Francisco, Oakland and San Jose to the following points are through Hollister, viz: To Fresno via the Panoche Pass, to Coalinga via the Hernandez Valley, and to Los Angeles crossing Lewis Creek at the extreme southern boundary of the County. A glance at the map shows the convenience of these respective routes to the points mentioned.



MISSION SAN JUAN BAUTISTA, AT SA
A Historic Spot, 8 miles West of Hol

Principal Industries

The principal industries of San Benito County are: Fruit growing, stock raising, poultry farming, dairy-ing, hay ranching and mining.

The fruit growing industry is rapidly taking its place at the head of this list; the orchard acreage showing tremendous yearly increases, as follows:

Three hundred acres in 1910; 475 acres in 1911; 950 acres in 1912; 1100 acres in 1913; 1050 acres in 1914, and about 1000 acres in 1915. Practically all of this orchard land is in small tracts, and includes homes, the possession of which is like owning a mint on earth, while living in Heaven. The crop acreage and average yields, as estimated by the County Horticultural Commissioner, are:

Crop	Acres Bearing	Non- Bearing	Normal Crops
Almonds	125	50	Tons
Apples	350	100	*500
Apricots	1700	1200	**1200
Strawberries	200	—	—
Cherries	75	25	—
Peaches (Canning)	800	200	*2000
Peaches (Drying)	75	25	—
Pears	250	200	*1000
Prunes	2400	1100	**3200
Walnuts	25	100	—
Plums	—	—	27½
Vines, Wine	400	—	—
Vines, Table	35	—	—
Vines, Raisin	—	20	—
Totals	6435	3020	

*Green. **Dried.



T SAN JUAN, FOUNDED JUNE 24, 1797.
f Hollister, on Finely Paved Highway.

Fruit Industry

The returns from apricots were, at the highest, \$850.00 per acre, several growers getting \$700.00 per acre; the average being \$500.00 per acre.

Our largest known yield of prunes was 15 green tons per acre; and full-bearing prune orchards average a return of \$200 per acre net. The above results are being obtained in many cases without irrigation, and entirely without fertilization.

We have thousands of acres adapted to fruit, all subject to irrigation by gravity or pumping. Many orchardists, however, do not use the water on their land, as they meet with great success without irrigation.

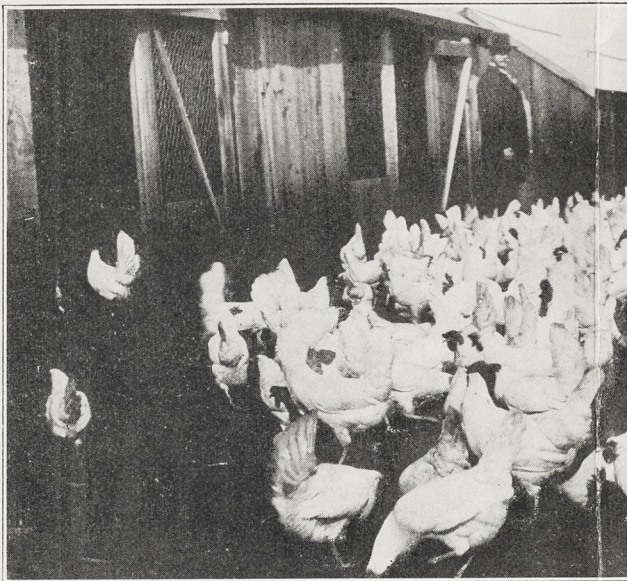
San Benito County lands produce Peaches, Prunes, Apples, Pears and Cherries of first quality, in profusion, and are pronounced by experts to be the "Home of the Apricot." We are, by reason of location, practically immune from fruit diseases.

San Benito County was awarded the bronze medal at Ghent, Belgium, in 1913, for the best general display of fruit.

The California Development Board selected San Benito County Apricots, Walnuts and Newtown Pippins for its exhibit at the Turin International Exhibition and the Berlin Exhibit in 1913.

San Benito County won first prize for the best 25 boxes of Red Winter Pearmain exhibited at the Watsonville Apple Annual, October, 1912.

At the Watsonville Apple Annual of 1911 we took the official gold medal for the best fifty-box exhibit of Newtown Pippins.



HOLLISTER IS THE SECOND POULTRY
882,180 dozen Eggs and 8,640 dozen

Poultry Industry

Hollister and the surrounding valley is one of the most profitable poultry raising sections of America, and Hollister is the second largest poultry shipping point in California.

The experts assert that we have the finest climate in the state for the raising of poultry and production of eggs, being practically free from fogs, cold winds and excessive heat.

The shipments of eggs and poultry from Hollister during 1914, according to reports furnished by the Wells Fargo Express office and the Southern Pacific Company, were: Eggs, 29,406 cases or 882,180 dozen; poultry, 8640 dozen; baby chicks, 100,000. These figures do not include shipments from other stations.

The poultry industry is growing rapidly and brings a steady income to the growers the year round. Land suitable for poultry ranches is cheap, and can be bought on easy terms.

Local mills are large producers of all kinds of poultry food.

The favorite strains of San Benito county poultry ranchers are White Leghorns and Black Minorcas, and tens of thousands of these prolific layers are found at the various ranches. Larger breeds also thrive here, Rhode Island Reds, Plymouth Rocks and other heavy breeds being favored by many fanciers.

Turkeys are raised with great success, also; especially in the foothill sections, and command high prices in all markets. Pigeon raising is carried on successfully and on a large scale by about a dozen fanciers, the squabs and breeding stock commanding profitable prices.



POULTRY CENTER OF CALIFORNIA.
Zen Chickens were shipped out in 1914.

Seed Farming

The largest seed farms in the world are located in San Benito county, near Hollister, wherein there are 6,000 acres devoted to seed growing, which acreage is rapidly increasing, and whereon seeds of every variety flourish in profusion from the tearful onion to the stately Hollyhock. The general manager of the C. C. Morse & Co. seed farms in this county, embracing about 3600 acres, 1800 acres of which is owned by the company and the balance farmed under lease, has declared: "We have the utmost confidence in both soil and climatic conditions of this valley for seed growing and never before in our many years' experience have we obtained the so-called 'first-year results' we did here." * * * and "what attracted our attention to this valley was not only the fine, deep, rich soil, but the uniformly cool summers in direct contrast to those of other valleys in the state where they are subject to excessively hot weather, which is most harmful to garden seed crops in general, especially during the months of June and July, which is the most critical period."

Seeds of practically every variety of flower and vegetable are grown in the Hollister and San Juan valleys, and are shipped to all parts of the world. The largest acreage is devoted to sweet peas, which grow here in unusual size and brilliance, and during the early part of May one may ride for miles along roads lined on either side with huge fields of blossoming sweet peas, the beautiful colors making a most charming and unusual sight.

MAP OF SAN BENITO COUNTY

With Highways in Red
 State Highway
 Improved Roads
 County Roads

DISTANCES

FROM HOLLISTER TO

	Miles
Coalinga	100
Fresno	120
Gilroy	14
King City	52
Los Angeles	390
Los Banos	49
Monterey	42
Pacific Grove	43
Paicines	13
Pinnacles	33
San Francisco	96
San Jose	50
Santa Cruz	42
Salinas	24
San Juan	8
San Benito	33
Watsonville	22



Dairy Industry

The dairying industry is another all-the-year-round income producer. The Hollister valley, San Juan valley, Tres Pinos district and territory extending for many miles south, are ideal for dairying.

In the San Felipe district we have an artesian belt for dairy lands, with as large an acreage in alfalfa as in fruit, and similarly extensive dairying interests, with numerous cheese factories and a large creamery and milk condensing plant in Hollister.

Alfalfa, one of the prime necessities in successful dairying, grows prolifically in this section and about 4000 acres of land is devoted to it, yielding four to seven heavy crops per year.

Stock Raising

On our highlands we have all-the-year-round pasturage for cattle, and San Benito county is one of the largest beef producing counties of the state, shipping annually more than \$450,000 worth of beef cattle.

The average returns for cattle shipments during recent years have been over \$500 per annum for each man, woman and child in the county.

Many ranchers have finely bred herds, and animals raised in San Benito county have won many awards at the big livestock shows. Horse raising is another paying industry in the county, and is carried on generally throughout the ranching sections.

Hay and Grain

We have the largest hay warehouses in the world, having a capacity of 33,000 tons; and grow the best grain hay in the state; but the hay industry is gradually decreasing by reason of the rapid increase of the fruit and garden seed industries.

We also have grain warehouses with capacity of 14,000 tons, and last year shipped 1500 tons of the choicest barley to eastern brewers; our climatic conditions making our barley highly desirable for the choicest brewing purposes. This grain producing area, however, is being rapidly applied to fruit and garden seed growing.

Wine Industry

We have an old-established wine industry, producing the finest sauterne and riesling in California, and which won the silver medal at the Paris exposition in 1900. We have thousands of acres of ideal limestone foothill lands suitable and available for the production of such wines, and are shipping these wines by carloads to New York importers of European wines, something never done before. San Benito county vineyards are free from Phylloxera and all vine diseases.

Viticultural experts of nation-wide fame have analyzed soil from the San Benito county grape-growing regions and have pronounced it unsurpassed for the purpose.

Mineral Production

San Benito county is the largest producer of quicksilver in the world; one mine, the New Idria, producing more than one-half of the quicksilver obtained in the western hemisphere. The county is also rich in mineral resources. The finest quality of lime rock is now about to be extensively utilized in the production of the highest grade of cement, by the San Juan Portland Cement company at San Juan, in this county. The county also abounds in large bodies of manganese, antimony, magnesite, kaolin and other minerals, as well as highly promising oil indications.

The Pinnacles

Picture a weird and wonderful place, lined with rocks that tower like a wall 1500 feet into the air, split by deeply-carved canyons, in some of which gigantic boulders have rolled from the mountain tops and are caught suspended between the canyon walls.

At the canyon's mouth a cool, clear stream disappears into a mysterious cavern which honeycombs the base of the great granite pillars and leads from the east to the west side of the mountains.

The Pinnacles are situated in the center of the Pinnacles National Park, in which wild life is protected by the state and federal laws, and game is abundant and herds of deer are a common sight among the rocks.

The Pinnacles are easily reached by a good automobile road from Hollister through Tres Pinos, Paicines and Cook. Cars can go within a short distance of the huge rocks, or horses may be secured at Cook, six miles away. Railway travelers may reach Tres Pinos by train and go as far as Cook on the daily stage.

Roads and Scenery

San Benito county was one of the first in the state to join the good roads movement, and consequently has spent more than half a million dollars on roads and bridges during the past three years. In addition to this, the state is spending about \$150,000 on that part of the state highway which traverses this county. Finely-paved roads extend from Hollister in every direction, and good roads traverse even the sparsely settled districts, and automobiles can go anywhere and everywhere without difficulty. The scenery along these roads is always pretty and in many places is magnificent.

Hunting and Fishing

San Benito county is a sportsman's paradise. The streams abound in trout and quail are plentiful in both the hill and valley sections. Deer are numerous in the foothills and mountain districts and scores of hunters bag the limit each season.

In the wilder mountain regions, wild cats and mountain lions are shot and trapped each year, and hunters can secure almost any kind of game that they are looking for. Camping conditions are ideal in the mountains of San Benito county.

Water and Irrigation

San Benito county is blessed with an average rainfall that renders irrigation wholly unnecessary for many kinds of farming, and many highly-paying orchards are never irrigated. However, Nature has provided a splendid supply of both underground and surface water and irrigation is practical in almost all of the agricultural sections. A big irrigation ditch, fed by pure mountain water, traverses the Hollister valley. The San Juan valley and the Paicines and Tres Pinos sections also have big irrigation systems, and smaller systems are found throughout the county.

The Ausaymas and San Felipe sections have both surface and underground supplies, perennially flowing artesian wells of a large bore making this a paradise for alfalfa growers, dairymen and orchardists. Fine supplies of well water can also be obtained anywhere in the county, usually at a shallow depth, and many farmers have their own wells, pumping plants, reservoirs and irrigation systems.

Hollister the County Seat

We have in Hollister a mighty pretty home city, beautified with gardens and shade trees, paved streets, good homes; equipped with churches; primary, grammar and high schools; a Carnegie public library, and a modern hospital. A rapidly-growing city of 4000 people wherein your wife and daughter can walk from one end to the other at midnight and alone, and you can go to sleep with your house door open and entirely without molestation.

Hollister has an extensive gravity irrigation system and unlimited underground water supply. There are two banks in Hollister with assets of \$3,250,000, the greatest per capita of assets of any of the counties of California.

ISSUED APRIL, 1915, BY

*San Benito County
Board of Supervisors
Hollister Chamber
of Commerce and
Hollister Women's
Civic Club*

Any further information about San Benito county will be gladly furnished by the Secretary of the Hollister Chamber of Commerce, Hollister, California. WM. PALMTAG, Pres. GILMORE AGNEW, Sec'y.

HOLLISTER EVENING FREE LANCE PRESS